

## **Glossary of Terms:**

**ACCORDION FOLD**-A term used for two or more parallel folds which open like an accordion.

**AGAINST THE GRAIN**-Folding paper at right angles to the grain of the paper. In heavy papers, this produces a cracked appearance.

**ALTERATIONS**-Changes made by the customer after type has been set and/or pasted up. Customer alterations are chargeable.

**ANTIQUE FINISH**-A term describing the naturally rough finish on some cover papers and book papers.

**APPROVAL PRINT**-A corrected color print for customer approval when requested.

**ART**-Generally, any illustration drawing, photograph or other material submitted to the printer.

**ASCENDER**-That part of a letter which rises above the main body, as in "b".

**BACKBONE**-The back of a bound book connecting the two covers. Also called a spine.

**BACKING UP**-Printing the opposite side of a sheet after the first side has already been printed.

**BASELINE**-The imaginary line on which the base of letters rest.

**BASIS WEIGHT**-The weight in pounds of a ream (500 sheets) of paper cut to a given standard size for that grade: 25"x38" for book papers, 20"x26" for cover papers, 20 1/2"x30 1/2" for index, etc.

**BLANKET**-In offset lithography, a rubber surfaced fabric which is clamped around the press cylinder, and which transfers the image from the plate to the paper.

**BLEED**-A printed image which extends to the edge of the sheet. This is done by printing on oversize paper and trimming back to normal size.

**BLOWUP**-An enlargement.

**BLUELINE**-An inexpensive method of making a proof of a negative. So called because the paper itself is light blue. Used to check position of items or to check correct sequence of pages.

**BODY TYPE**-Type used for the main body or text, as distinguished from the headings.

**BOLD FACE TYPE**-Type that is heavier than the text type.

**BOND**-A grade of writing or printing paper. Used for letterheads, business forms, etc.

**BORDERLESS PRINT**-Prints that are made without a border, whose image extends to the edge of the paper (full bleed).

**BREAK FOR COLOR**-In artwork and composition, to separate the parts to be printed in different colors ink.

**BULK**-The thickness of a sheet of paper, generally measured in thousandths of an inch. The paper on which this is printed is 70-pound offset and calipers .0057".

**CAMERA READY**-A paste-up or laser copy ready to be photographed by the cameraperson.

**CAPS**-Abbreviation for capital letters. Also called upper case.

**CHROME**-General term for any reversal process film (transparencies). 35mm transparencies are usually called slides and all transparencies are commonly referred to as chomes.

**COLOR SEPARATION**-A term used most often in four-color process printing, whereby a continuous tone color photograph is separated into four hues: yellow, magenta, cyan, and black. After separating the colors, screens are applied at the different angles, and separate negatives and plates made for each color. The term is also loosely applied to pre-separated art by using separate overlays for each color.

**COMB BINDING**-A type of binding which uses a plastic comb to fasten a book together, also called GBC binding.

**COMPOSITION**-That part of printing which pertains to typesetting and make-up or layout.

**CONDENSED TYPE**-A narrow or slender type face, used when horizontal space is a factor. Its opposite is extended type.

**CONTACT PRINT**-A print made by exposing the paper while holding it in contact with the transparency. The image(s) on the print will be the same size as the image(s) on the transparency.

**CONTINUOUS TONE**-A photographic image which has not been screened and contains radiant tones. A snapshot is a typical example. This cannot be successfully printed unless screened, thus becoming a halftone.

**COPY**-Any furnished material such as manuscript or photograph to be used in the production of printing.

**COPYFITTING**-Fitting copy within a specified area.

**CROP**-To print only a predesignated portion of an image.

**CUSTOMER FURNISHED**-Any material including artwork, design, layouts, negatives, stock or other items furnished by the customer.

**DESCENDER**-That part of the letter which extends below the main body of type, such as the lower portion of "p".

**DEVELOP**-To process film or paper in chemical solutions to make the image permanent. The terms develop and process are interchangeable.

**DIE CUT**-To cut or shape, usually in paper, such as tabs, circles, etc. Done on a die cut machine or letterpress, utilizing a pre-formed steel die and roller to press the paper against the sharp edge of the die.

**DUMMY**-A preliminary drawing or layout showing the position of illustrations and text as they are to appear in the final reproduction. Also, a set of blank pages made up in advance to show the size, shape, form and general style of a piece of printing.

**DUOTONE**-A two-color halftone reproduction from a one-color photograph. One halftone is generally run in black ink with the second run in a color ink.

**DUPLICATES(dupes)**-35mm or larger transparencies made by exposing the original chrome directly onto special duplicating film.

**EDITING**-Preparation of a manuscript for publication which may include rewriting, checking and correcting manuscript copy.

**EMBOSSED FINISH**-Paper with a raised or depressed surface created by stamping with dies.

**ENAMEL**-A term applied to coated paper. Enamel paper may be glossy or slick finish, or it may be a dull coated enamel.

**ESTIMATE**-The approximate cost to print a publication or form based upon certain given specifications.

**FLAT ART**-A print, drawing, rendering, or paste-up to be copied.

**FLUSH**-To the end of either side, such as flush left or flush right as opposed to centering. Type may be flush left and ragged right, or it may be set flush left and right, in which case it is justified type.

**FLUSH COVER**-A cover that has been trimmed the same size as the inside text pages.

**FLUSH MOUNT**-To mount a print even with the edges of the mounting surface.

**FOIL STAMP**-The process of putting a shiny foil print on paper or cover stock.

FOLIO-A page number.

FONT-A complete alphabet of any one style of typeface in a given point size including upper case letters, lower case letters, numerals and punctuation marks.

FORMAT-The size, shape, proportion and arrangement of a given source material. Film format refers to size designation such as 35mm, 120, or 2 1/4", 4x5", etc.

FULL FRAME-Entire film image area without any cropping.

GALLEY PROOF-A proof of type, usually Xerox or laser proof on an 8 1/2" x 11" sheet, before pages have been pasted-up.

GBC-An abbreviation of General Binding Corporation. Usually referred to as a comb bound book.

GLOSS-The shiny surface of a print.

GRAIN-In papermaking, the direction in which most paper fibers lie.

GRAIN-The granular appearance of a transparency or print resulting from the clumping of silver grains during film processing; grain becomes more pronounced with faster films, push processing, increased density in the transparency and the degree of enlargement.

GRAY SCALE-A strip of standard gray tones, ranging from white to black, placed at the side of original copy during photography to measure total gray scale range obtained.

GRIPPERS-The metal fingers which clamp a piece of paper and control its flow through the press.

GRIPPER MARGIN-The blank edge of paper on which the grippers hold, usually 1/2" or slightly less.

GUTTER-The inside margin of a book or magazine. Also space between two columns of type.

HAIRLINE-A term used to describe a very fine rule line.

HALFTONE-A reproduction made from a continuous tone subject, such as a photograph, in which a screen is utilized to form the image by dots of various sizes. Screens may vary from 65 lines per inch for newspapers to 300 lines per inch for cast coated printing papers. Under a magnifying glass the number of lines (dots) per inch are easily counted. State printing generally employs 85 to 120 line screens, according to the paper being used.

**HEAD TO FOOT**-A term used to describe how the reverse side of a sheet is positioned. Head to foot indicates that the reverse side is positioned upside down in relation to the front side. Often used when a number of printed sheets are bound together with staples at the top.

**HEAD TO HEAD**-The reverse side is positioned the same as the front, as is normally done in a book bound on the left edge.

**HICKEY**-A spot or imperfection in a printed image due to dirt on the press or plate, a hardened speck of ink, an accumulation of paper dust, etc. The bane of all press operators.

**HIGHLIGHT**-The lightest parts in a photograph, represented in a halftone by the smallest dots or the absence of dots.

**IMPOSITION**-The laying out of pages in a press form so they will be in proper order when folded.

**IMPRESSION**-The pressure of the plate or blanket as it comes in contact with the paper. Also used to describe the act of passing one sheet through the press one time.

**INTERNEGATIVE**-A negative made from a transparency. A specialized "interneg" film is usually used.

**JOG**-To align sheets of paper into a straight pile with even edges. Generally done on a vibrating machine with the paper slanted downward against a board.

**JUSTIFY**-To adjust spacing in a line of type so that all lines are of equal length.

**KRAFT**-Paper made from unbleached wood pulp, brown in color.

**LAYOUT**-The drawing or sketch of a proposed printed piece.

**LEADERS**-In typesetting, rows of dashes or dots used to guide the eye across the page. Used in tabular work, programs, tables of contents, etc.

**LEADING**-The vertical space between lines of type.

**LINE COPY**-Any image suitable for reproduction without using a screen.

**LOGO**-The name of a company or production in a special design used as a trademark.

**LOWER CASE**-The small letters in type, as distinguished from upper case (capital) letters.

**M**-The Roman Numeral used as an abbreviation for the quantify 1,000.

**MAGIC PADDING**-The term used in referring to gluing together NCR sheets of paper.

**MAKEREADY**-The process of preparing a printing press to print a job. This includes clamping on a plate, running test copies for position, ink and water balance, checking register, etc.

**MANUSCRIPT**-Typewritten or handwritten copy furnished for typesetting purposes.

**MARKUP**-The determination of all specifications required for typesetting.

**MASKING**-Blocking out a portion of an illustration by pasting paper over it to prevent it from being reproduced before camera exposure.

**MATTE**-Called "Pearl" in Cibachrome papers, this surface is a high-luster finish which can be viewed from any angle without reflections. Matte is duller than gloss.

**MATTE FINISH**-A dull finish on paper; without gloss or luster.

**MEASURE**-The width of a line of type, usually expressed in picas.

**MECHANICAL**-A page of layout prepared as an original for photo-mechanical reproduction.

**MOIRÉ**-An undesirable screen pattern caused by incorrect screen angle or by screening a printed reproduction which had been screened previously.

**MONTAGE**-A combination of pieces of copy appearing as one. Generally, a collection or mosaic of photographs pasted at various angles and shot as one halftone.

**NCR**-Means "no carbon required", or carbonless paper. Very lightweight, it is used for multi-part receipts and other applications where carbon copies normally would be required. NCR and Transrite are two leading brands.

**NEGATIVE**-Photographic image on film.

**NEWSPRINT**-Paper made mostly from ground wood pulp, used for printing newspaper.

**ONE SIDE**-Printing on only one side of a sheet of stock.

**OPACITY**-A term to describe the amount of "show through" of a sheet of paper which has been printed on both sides.

**ORIGINAL**-The transparency material exposed in the camera as opposed to a duplicate. The "first" one, the "only" one, the "irreplaceable" one, the one we take good care of.

**OVERPRINTING**-Double printing, or printing over an area that has been printed already. In photo offset this is seldom necessary, since two negatives can be burned on the same plate (double burn) to produce the desired results.

**PASTE-UP**-Assembling all elements of page layout such as typeset copy, illustrations, artwork, rule lines, etc., into a final design suitable for photographic purposes.

**PERFECT BINDING**-A type of binding used for books. Glue applied to the bound edge of a book with a cover wrapped around.

**PERFECTING PRESS**-A printing press which prints both sides of a sheet in one operation.

**PICA**-A printer's unit of measurement, approximately 1/6 of an inch. A pica is composed of 12 points, hence 72 points per inch.

**PLASTIC COMB BINDING**-A method of binding whereby the edges of the sheets are punched and the teeth of the comb are inserted. Also called GBC binding, since the system and its supplies are sold by General Binding Corporation.

**POINT SIZE**-The measurement of a typeface from the top of the ascender to the bottom of the descender, plus a small amount of white space above and below.

**POSITIVE**-A photographic image on film or paper which corresponds to the original. The reverse of negative.

**PRE-COLLATED**-Applies to carbonless papers which are purchased in color sets, thereby eliminating the expense of hand collating after printing. The normal colors and sequences are: 2-part-white, canary; 3-part-white, canary, pink; 4-part-white, canary, pink, goldenrod; 5-part-white, green, canary, pink, goldenrod.

**PRESSURE SENSITIVE**-A kind of paper with an adhesive back, protected by a heavy backing sheet which is peeled off before use.

**PROCESS COLOR**-Also called four color (four/c). The lithographic combination of yellow, magenta (red), cyan (blue), and black to achieve a full-color reproduction.

**PULL PROCESS**-To adjust the normal processing time for transparency films in order to give the film less time in the first developer. This has a similar effect to reducing exposure.

**PUSH PROCESS**-To adjust the normal processing time for transparency films in order to give the film more time in the first developer. This has a similar effect to an increase in exposure. Grain size will increase and color will distort somewhat, depending on the particular film and amount of push. Maximum push: 3 stops (if you need more, you are in big trouble).

**RAGGED**-Typeset copy with uneven margins. Also called unjustified copy.

**RAISED PRINTING**-As opposed to flat printing such as offset, raised printing is done by engraving or thermography, and may be readily felt with the fingers.

**REAM**-Five hundred sheets of paper.

**REGISTER**-The fitting of two or more printing images on the same sheet in exact alignment with each other. Also, the alignment of the front of the sheet with the back.

**REVERSE**-An image in which the black and white areas are exchanged for opposite of those of the original. Generally, a white image on black background.

**RUNNING HEAD**-A title repeated at the top of each page in a book or magazine.

**SADDLESTITCH BINDING**-A type of binding in which stock is folded in the center and stapled.

**SCALING**-Determining the proper size for an image to be reduced or enlarged. It is generally done with a proportion dial composed of two circular discs: one for original size and one for reproduction size. The dial will also show percentage of reduction or enlargement for the camera operator. The same task may be accomplished by using a slide rule.

**SCORE**-To impress or indent a sheet of paper to make fold easier, particularly when it is to be folded against the grain of the paper.

**SCREEN**-A device used to convert continuous tone photographs to halftones before printing. A line of solid copy also may be screened to reduce density, as is often seen when the State of Missouri seal appears as a ghost image behind lines of solid type.

**SELF COVER**-A booklet with no separate cover. That is, all pages are printed on the same stock.

**SERIF**-The fine lines of a letter, especially at top or bottom, designed to lead the human eye while reading. Type without such lines is called sans serif.

**SHEETWISE**-To print one side of a sheet of paper with one form or plate, then turn the sheet over and print the other side with another plate, using the same gripper edge and side guide.

**SIDE-STITCH BINDING**-To staple sheets together on the side near the backbone, generally using two or more staples.

**SIGNATURE**-The name given to a printed sheet after it has been folded into pages.

**SKID**-A platform support for a pile of sheets or signatures. Usually made of wood, the construction of a skid allows the forks or a forklift or skid jack to be placed under the load and lifted with a mechanical or hydraulic lift device. Loaded skids are generally banded with steel or plastic strapping to hold the load in place.



**SLIDE**-A 35mm transparency mounted in a cardboard, plastic or glass frame so that it can be placed in a projector.

**SPINE**-The part of a book's binding which connects the front and back covers. Also called backbone.

**SPIRAL BINDING**-A book with wires in spiral form inserted through holes punched along the spine. Not to be confused with plastic comb binding. Typical example of spiral binding is a student's composition book.

**STET**-A proofreader's mark meaning disregard the correction mark.

**STOCK**-A sheet or sheets of paper.

**STRIPPING**-In offset printing, the placing of an opaque goldenrod sheet of paper over a negative in the exact position in which the image will print on the press. The opaque sheet is then cut to expose the "live" portions of the negative which will be exposed during plate burning. Stripping also involves the arranging of a series of negatives in proper order to allow the printed sheet to be folded with the pages falling in proper sequence.

**TEXT**-The body matter of a page or book, as distinguished from the headings.

**TINTS**-Various strengths of a solid color, achieved by screening. For example, a 10 percent screen is barely noticeable, whereas a 60 percent screen is quite dark.

**TRANSPARENCY**-A positive image on film, viewed or projected by transmitted light.

**TRANSPOSE**-To exchange the position of a letter, word or line with that of another.

**TWO SIDE**-Printing on both sides of a sheet of stock.

**UP**-Refers to the use of repetitive images on a sheet to take full advantage of press capacity, the purpose being to utilize the press size while reducing the number of impressions. For example, 10,000 copies of an 8 1/2" x 11" form can be printed with only 2,500 impressions on a 17" x 22" sheet if imposed 4-up.

**VELLUM FINISH**-In paper, a toothy finish which is relatively absorbent for fast ink penetration and drying.

**WASHUP**-The process of cleaning the rollers and fountain of a press. Especially necessary when changing colors of ink.

**WEB PRESS**-A press which prints from a roll (web) of paper.

**WIDOW**-A single word in a line by itself, ending a paragraph, and not considered good typography.

**WORK AND TURN**-To print one side of a sheet of paper, then turn the sheet over from left to right and printed the second side. The same gripper is used for both sides, and the same plate is used.

**XEROGRAPHY**-A copying process which utilizes electrostatic forces to form an image.